

News monitored for: Pepsi - Brands

Mountain Dew's new face

PEPSICO'S got a new face! The brand's drink Mountain Dew has signed on Bollywood superstar Hrithik Roshan as its new brand ambassador. Celebrated actor, a youth icon and an adventure sports fan, Hrithik resonates well with Mountain Dew's philosophy and exemplifies its 'can do' attitude. Prior to this, superstar Salman Khan had been appointed the brand ambassador for the drink in the year 2011.

The daring connect

Speaking on the association, Ruchira Jaitly, category director - Flavours, PepsiCo India, says, "We are proud to associate with Hrithik Roshan, who truly reflects the daring, bold and fearless persona of the brand and its consumers. He is a true embodiment of the brand's philosophy of 'Darr Ke Aage Jeet Hai' and we are thrilled to have him on-board."

"With his love for all things extreme, Hrithik is the perfect fit for the brand and will surely take its philosophy to a whole new level. We are looking forward to a blockbuster summer

and are confident that this partnership will be mutually rewarding," Jaitly insists.

Hrithik's excitement

"Mountain Dew has always celebrated the bold and adventurous spirit of the youth. I am a big fan of its 'can-do' and challenging attitude which I identify with personally as well. I love pushing myself to the extreme and the brand's belief in this similar viewpoint, proved to be an ultimate fit which I couldn't resist. I am excited to work with the brand and look forward to a great journey ahead", said Hrithik Roshan, actor and Mountain Dew brand ambassador.

Shrinking fears

Celebrating the spirit of confronting fears to win, Mountain Dew's 'Darr Ke Aage Jeet Hai' campaign has always urged consumers to shrink their fears, move ahead with a self-belief and explore new boundaries. The brand enjoys high salience in Indian market via an engaging platform of experiencing action sports like never before.

